



May 23, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin:

I am sending this correspondence to inform you of the extraordinary community service efforts of CBS Radio in Dallas. The Tom Landry Classic is a high school football event that awards scholarships to teens based on their community service efforts, their academic excellence, and their leadership abilities. To date, we have awarded \$350,000 in college scholarship assistance. In order to do this, we must have large attendance numbers at the event.

Each year, 98.7 KLUV goes out of their way to assist us in promoting the Tom Landry Classic in the Dallas-Fort Worth Metroplex. They do this via their web site and with live interviews on their morning drive-time show. Because they do not receive anything in return, we see this as a rare act of goodness that is not typically exhibited in the broadcast industry. We absolutely attribute our healthy attendance statistics to the assistance we receive from KLUV.

We have been doing business in Dallas since the early 1980's, and say without hesitation that KLUV and their CBS Radio family consistently sets the industry standard for class and commitment to their listening community. We could not give a more positive reflection on anyone we deal with. Radio and television stations have a tremendous amount of power to influence the masses. Some use this power in ways that are hard to understand and justify, while others like KLUV use it to make their community a better place. We're glad KLUV is in Dallas-Fort Worth!

Sincerely,

A handwritten signature in black ink, appearing to read "Kris Cumnock", written over a horizontal line.

Kris Cumnock
Vice President – Creative Services
PPI Marketing
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